



KAMA

# KAMA project overview

1st Electric vehicle in Russia

Presentation for partners

Jul 2022



**KAMA**



**BRINGING  
NEW  
MOBILITY**



**UNITING PEOPLE  
TO IMPROVE  
THE WORLD**



**DISRUPTING  
THE IT & AUTOMOTIVE  
INDUSTRY**

# Strong Foundation for Future growth



**STRONG  
CO-FOUNDER**

**#1** in EV buses in Europe  
in trucks in East Europe



**BATTERY  
AS OPEX**



**ACCESS  
TO GLOBAL  
SUPPLY CHAIN**



**FACILITIES  
FOR > 100K**

Initial production  
established

# Reinvented car & Unprecedented Value proposition

Leading **global** engineers are reinventing the car:

**A**

**Compact**  
as A-Class

**B**

**Dynamic**  
as B-Class

**C**

**Comfort**  
as C-Class

**SUV**

**Clearance**  
170mm

**500<sup>km</sup>**

**Real Range**  
500 km

# Software Improving everyday lives

**BEST  
HMI**

Smart use of best-in-class  
Head Up Display  
guarantees HMI



Unique software  
will create a large community  
aimed at bettering the world

**IT  
TEAM**

Strong world class IT team  
is on board

# Digital marketing & online sales

**500k** Cars sold until 2030

**80%** Of mass market attacked

**CAR AS GADGET**

**LIFESTYLE**





Our target

**Make the electric vehicle  
and the new lifestyle  
the hero of today**



Online and in the APP

# KAMA product brings together online and offline

comprehensive, filling the entire space  
between the human and mobility



Hardware



Software



Community

Project team:

**150+** people inside and hundreds of engineers from IT and automotive partners



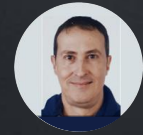
**Nikita Goryachev**  
Chief Engineer



**Harald Grubel**  
Director for Product development



**Damir Galeev**  
Architecture



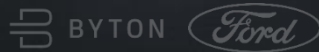
**Pere Balaguer**  
Electrics and Electronics



**Mikhail Melnikov**  
Project Coordination



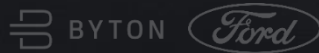
**Larry Wang**  
High voltage systems



**Alexey Barashkin**  
Body



**Zack Lee**  
High voltage systems



**Mikhail Zakharov**  
Electrics and Electronics



**Mister Woo**  
High voltage systems



Седан Maybach 57



Mercedes EQA



Autonomous transport KAMAZ 3297



Russian best seller  
LADA VESTA



AURUS luxury car



Electric van ARRIVAL



LADA XRAY



Vinfast family of vehicles



Comfort class EV BYTON



Ford Fiesta



Самый безопасный авто –  
VOLVO XC 90



The most widespread EV bus in Europe (KAMAZ)

# Software engineers team



**Dmitry Ageev**  
IT director



**Dmitry Gaiduk**  
B2B product



**Artur Makhmutov**  
B2C product



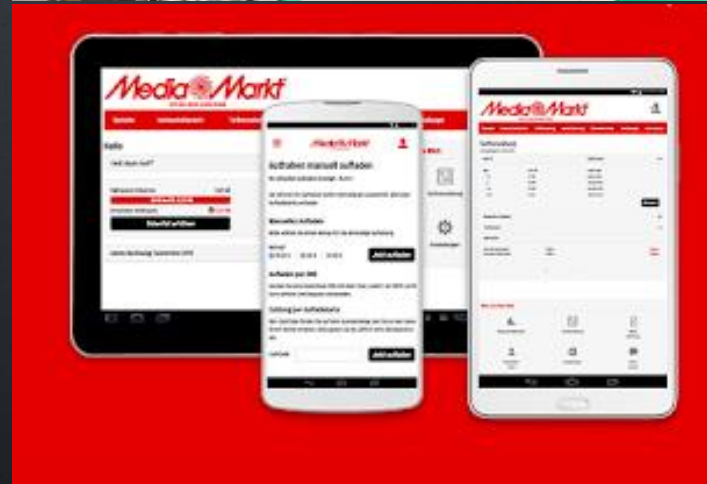
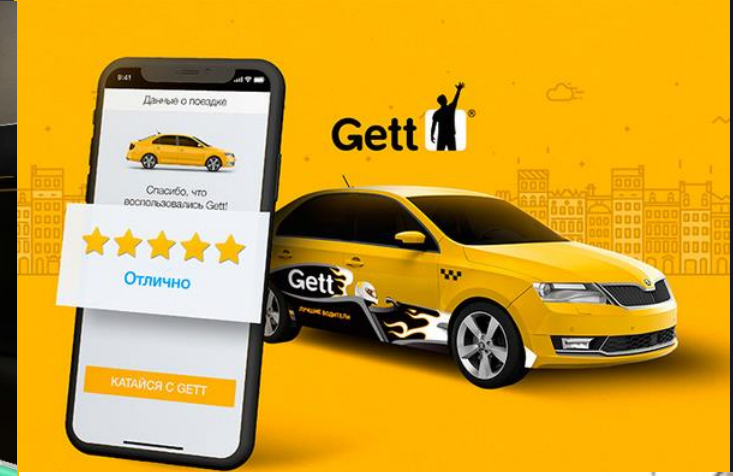
**Bulat Rakhimberdiev**  
Software Development



**Artem Krivich**  
ADAS product



**Dmitry Malyanov**  
ATOM Community



What **all those people**  
are doing at KAMA project?

# Current target characteristics of KAMA EV corresponds to the best representatives of classes A-C, SUV A-C

	<b>E-motor</b> Acceleration 1-100 km/h, sec Max speed, km/h	<b>Synchronous</b> 7 170	<b>Synchronous</b> 7,9 150		
	<b>Battery</b> Capacity, kW*h Real range on one charge, km	<b>NMC</b> 72 500	<b>NMC</b> 64 395		
	<b>ADAS</b> Type Structure	<b>ADAS 2+</b> Prevention Camera, radar	<b>ADAS 2+</b> Prevention Camera, radar		
	<b>Electronical Architecture</b> HMI Service	<b>Central Domain</b> 1 ARHUD Cloud service + diagnostic	<b>CCU</b> 1 HUD Cloud service		
	<b>Braking system</b> Options Liquid	<b>Electrohydraulic</b> EBS, ESC, ASR, EBD, EDS Maintenance-free	<b>Electrohydraulic</b> EBS, ESC, ASR, EBD, EDS Maintenance-free		
	<b>Steering system</b> No. of turns Type	<b>Electric booster</b> 0,5 turn Progressive Steer by wire	<b>Electric booster</b> 2 Steer by wire		
	<b>Body</b> Size	<b>Minimalistic</b> C-class interior	<b>Minimalistic</b> C-class interior		

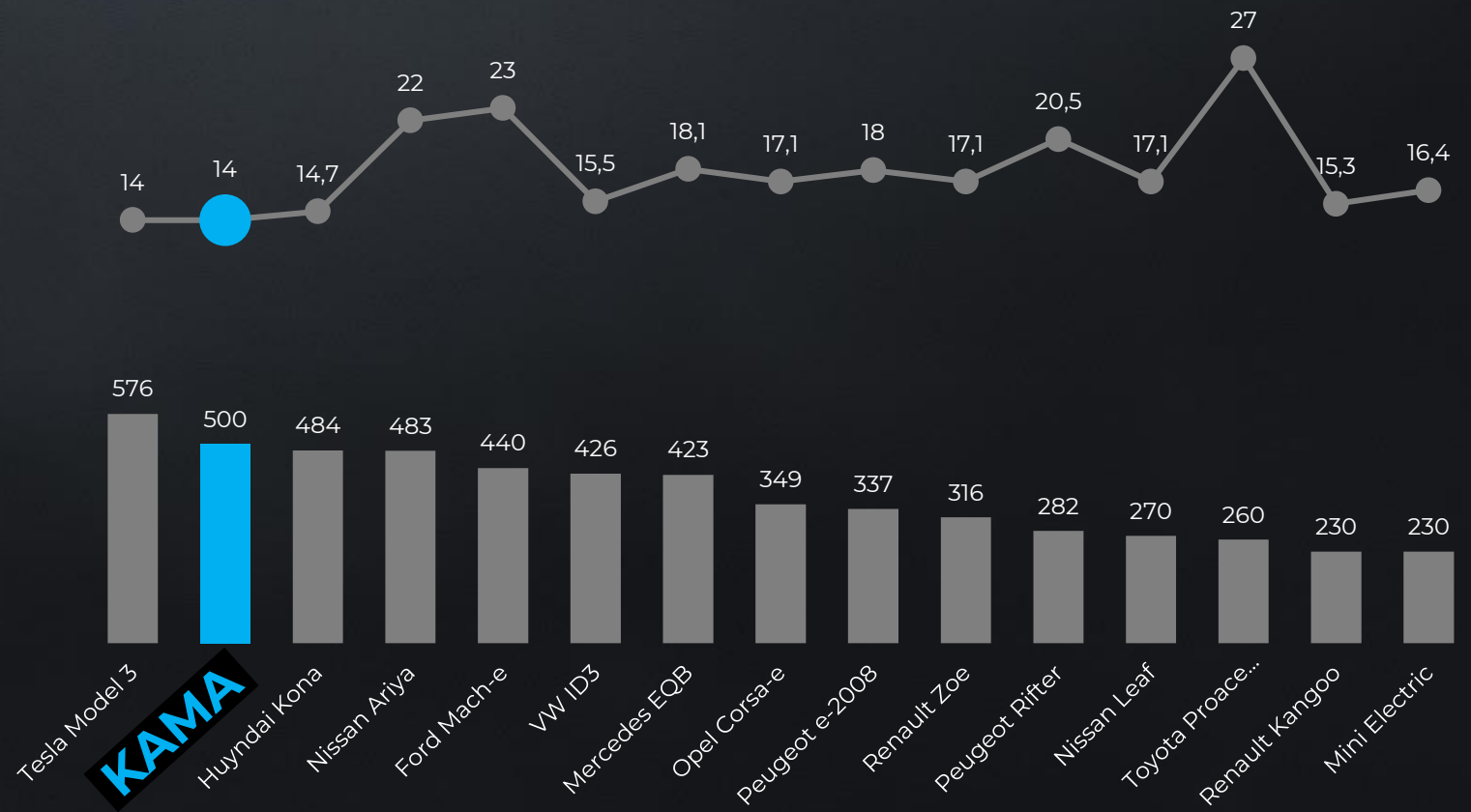
# The most efficient mass market EV

**0,14** kWh/km

Energy efficiency

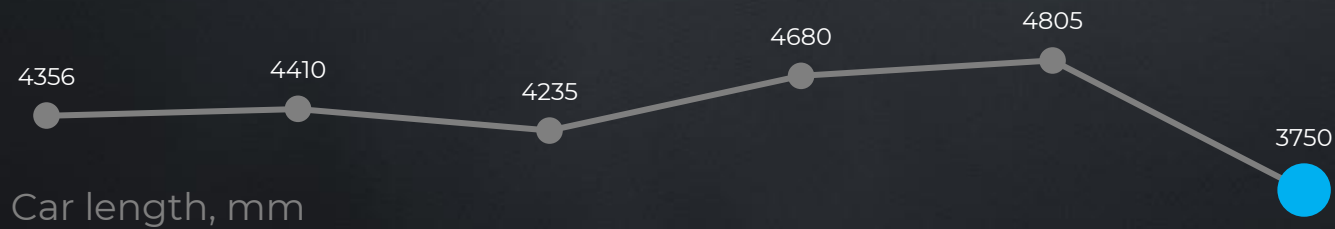
**500** km

Real Range



# Compact outside, roomy inside

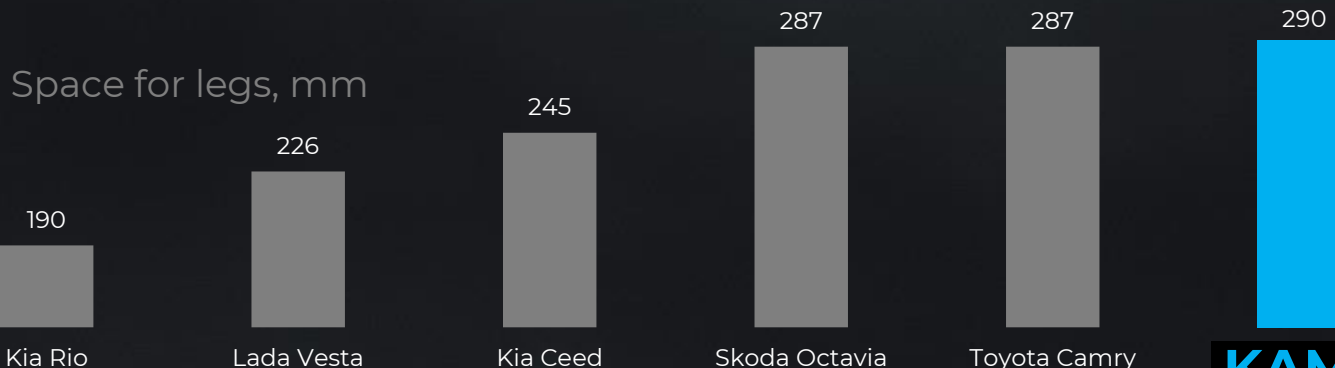
A-class EV size with C-D level comfort



Car length, mm

**3750**mm

Car length



Space for legs, mm

**290**mm

Space for legs

**KAMA**

**1550**kg Car weight

# HMI & EXPERIENCE ECOSYSTEM

Best AR HUD

KAMA OS

STEERING WHEEL TABLET

Steering-by-Wire



# GOING FROM USING READY ADAS SOLUTION TO FULL SELF DRIVING IN 2030



**01**

Ready solution

2024

+

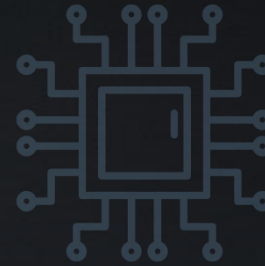


**02**

Virtual  
KAMA ADAS

2024

=



**03**

KAMA  
ADAS

2025-2026



**04**

Self-Driving

2028-2030



# B2B SOLUTIONS

TAXI | DELIVERY | CARSHARING

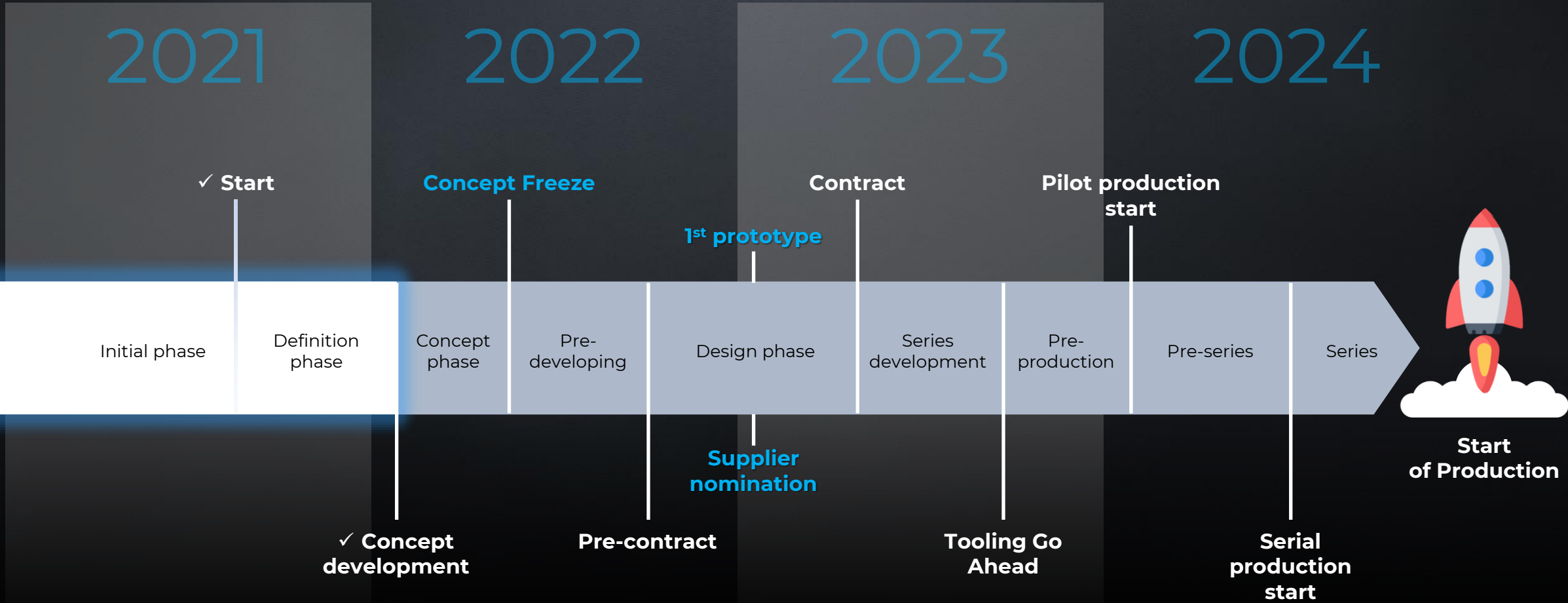


Integrated solutions for  
**MAJOR MARKET PLAYERS**

«Turn-key» solutions for  
**MEDIUM AND SMALL BUSINESSES**



# Master Plan



**Is there any demand for this?**

**56%**

Digital banking

**Nº1**

in electric buses q-ty in Europe (Moscow)

**82%**

Internet penetration

**Nº1**

in carsharing in the world (Moscow)

**RUSSIA IS AN  
IDEAL MARKET  
FOR A POWERFUL  
PROJECT START**

**98%**

Usage of social networks

**12 mln**

Population of Moscow

# Transport Electrification boost by the Government of Russia

The Conception “for development of the production of electric vehicles for the period up to 2030” was adopted in 2021

Key targets



Key performance indicators

Production of EVs **> 10%** out of total vehicle production volume

Manufacturing of battery cells and packs

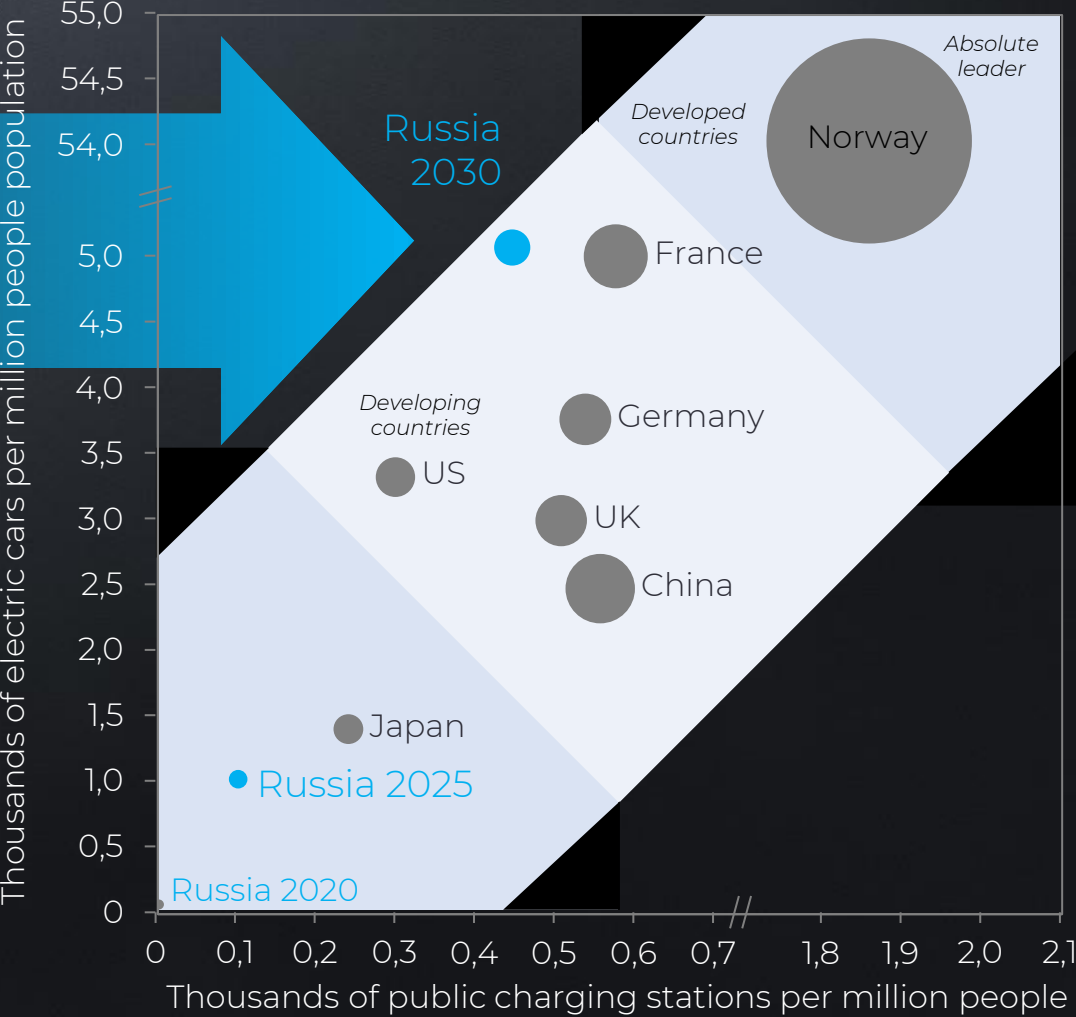
Launch of **> 72 K** charging stations, incl. **28 K** quick chargers

Launch of **> 1000** hydrogen stations

Creation of **> 39 K** of high-performing workplaces

# This will allow Russia to enter the club of the most ZEV-developed countries

Number of electric cars and public charging stations per million of people 1), 2020



● The share of electric vehicles in the total fleet

\*Zero Emission Vehicles

**What makes us feel  
confident about our success?**

Already now:

590 publications  
in Russia and  
worldwide media

We noted as:

- New
- Large-scaled
- Ambitious
- Focused on IT, new generation, new city mobility



# MoU with leading companies and municipalities are signed and quantity of them **significantly exceed** documents of the other EV start-up companies like Arrival etc.

- 12 M citizens
- #1 in the world in carsharing
- 7,7 M vehicles



THE  
GOVERNMENT  
OF MOSCOW

- #1 in taxi and carsharing in EU
- >\$500 M turnover in taxi
- One of the biggest growing delivery service providers

Yandex

- 450 M users worldwide

DiDi

- 42 K post offices in Russia
- 2,5 B letters annually
- 365 M parcels annually



- Market capacity of new mobility in 2025 - 200-250 K vehicles
- 20 K locally produced EVs will be used in Moscow in 2025 and 100 K EVs till 2030, including KAMA
- KAMA prototype will be delivered in 2023

- EVs are demanded in taxi, carsharing and delivery segments: from 45 K in 2025 up to 400 K in 2030 (cumulative fleet)
- Collaboration in testing of prototypes
- Migration of taxi fleet to local EVs, including KAMA brand
- Collaboration in development of vehicle and IT

- Market share of EVs in taxi segment in 2025 – 35 K
- Joint testing of prototypes
- Up to 9 K of EVs to be connected to DiDi in 2025.
- Procurement of locally produced EVs, connected to DiDi, including KAMA produced
- Collaboration in product promotion for export

- EVs market share in delivery segment in 2030 – 113 K
- Joint testing of prototypes
- Procurement of locally produced EVs up to 100 K in 2025-2030

KAMA

# Let's launch Electric vehicle Together!

Please contact us to discuss details:

## KAMA Purchasing:



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